Marketing Analytics Project – Summary Report

This report summarizes key findings from a marketing campaign dataset analyzed using Google Sheets and pivot tables. The analysis provides insights into customer behavior and campaign effectiveness based on demographic and behavioral segments.

# 1. Campaign Response vs Education

- Basic and graduate education groups show higher response counts.  
- PhD and Master’s holders respond less, suggesting possible disinterest or misaligned messaging.  
- Insight: Target campaigns toward basic and graduate-educated customers for better engagement.

# 2. Accepted Offers vs Number of Children

- Customers with fewer children (0–1) accept more marketing offers.  
- Those with 2+ kids tend to respond less, likely due to financial constraints or time limitations.  
- Insight: Tailor campaign value and frequency based on family size.

# 3. Total Spend vs Age

- Spending increases with age, peaking around 35–50 years old.  
- Younger and older age brackets spend less.  
- Insight: Focus upselling efforts on the 35–50 age bracket.

# 4. Response vs Total Spend

- Responders generally fall within moderate to high spenders.  
- Very high spenders often don’t respond, possibly due to loyalty or indifference to deals.  
- Insight: Focus on nurturing mid-tier spenders for better campaign ROI.

# 5. Income vs Education

- Higher education correlates with higher income.  
- However, top-income earners are less responsive to campaigns.  
- Insight: Customize messaging and value proposition for high-income groups.

# 6. Total Spend vs Marital Status

- Married and partnered individuals are the highest spenders.  
- Divorced and widowed groups spend less.  
- Insight: Target household and family products to married segments.

# Strategic Insights & Recommendations

1. Prioritize customers aged 35–50 for higher engagement and spending.  
2. Customize campaigns by number of children to improve targeting.  
3. Avoid generic campaigns for high-income and highly educated customers.  
4. Strengthen offers for basic and graduate-educated customers.  
5. Use family status to inform product positioning and pricing models.